

FIG. 1

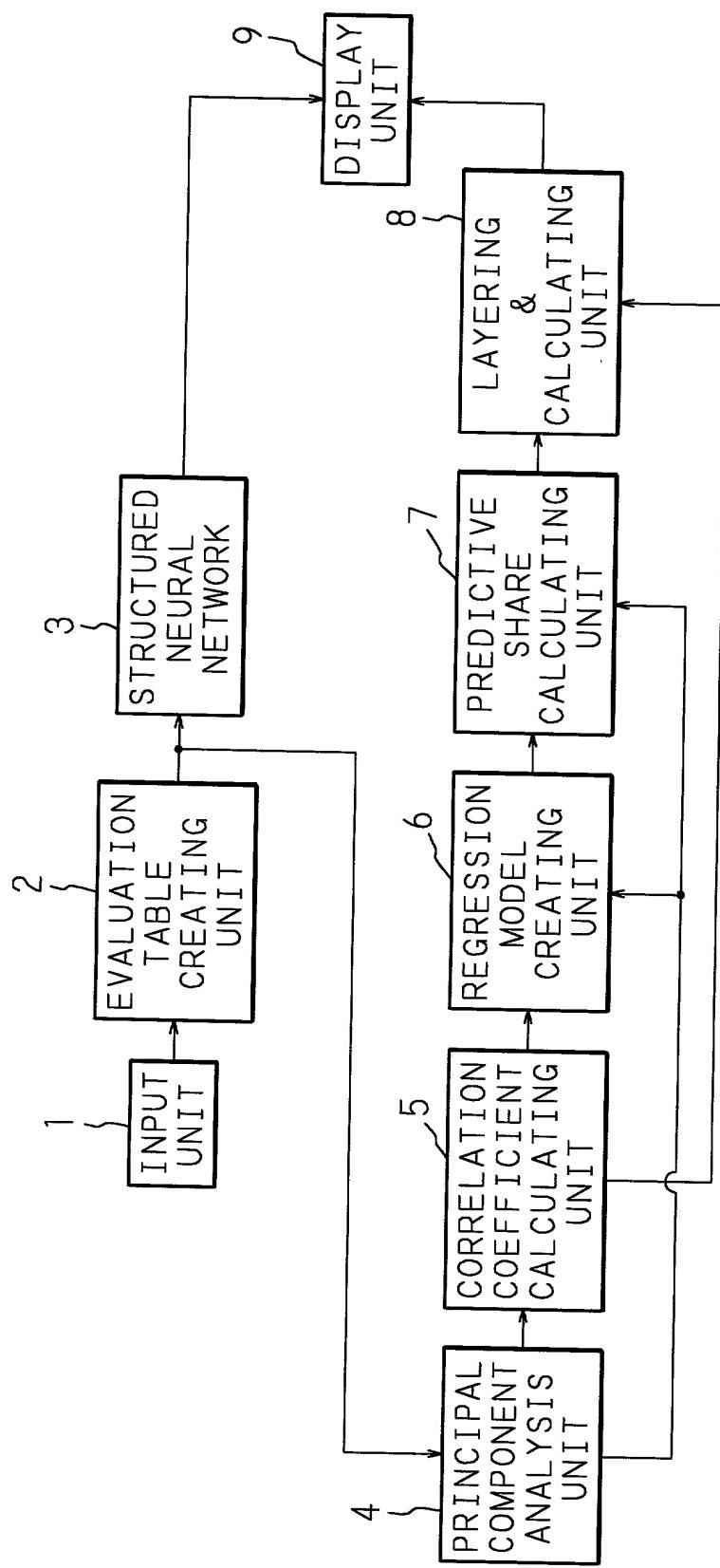
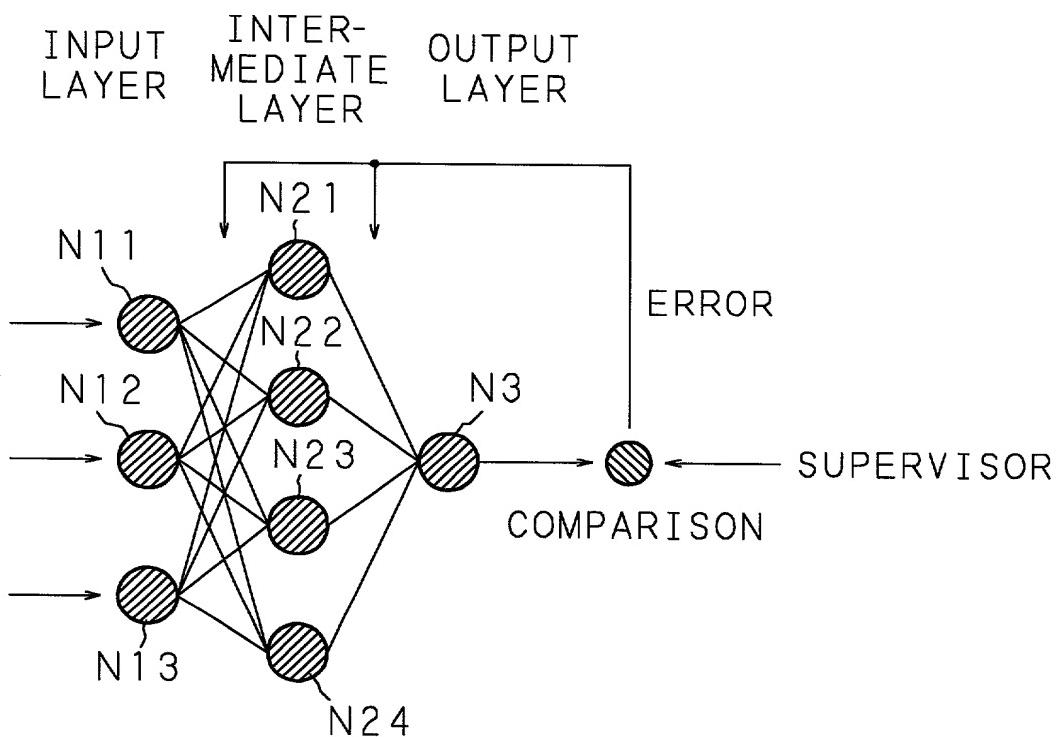


FIG. 2



093700ED105910

FIG. 3

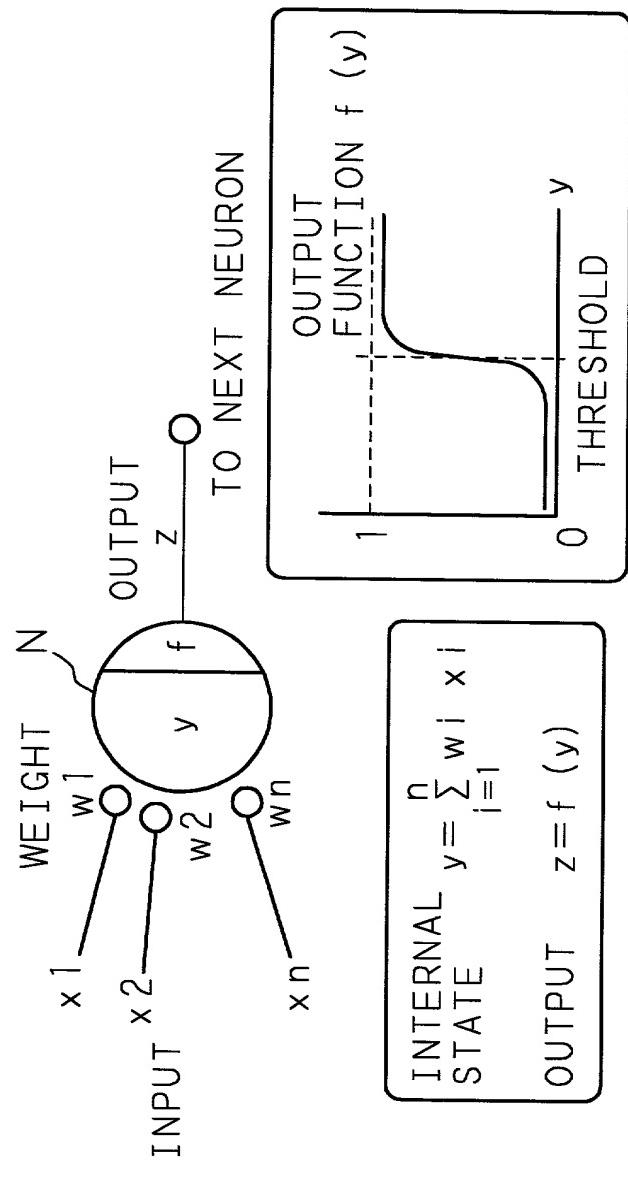
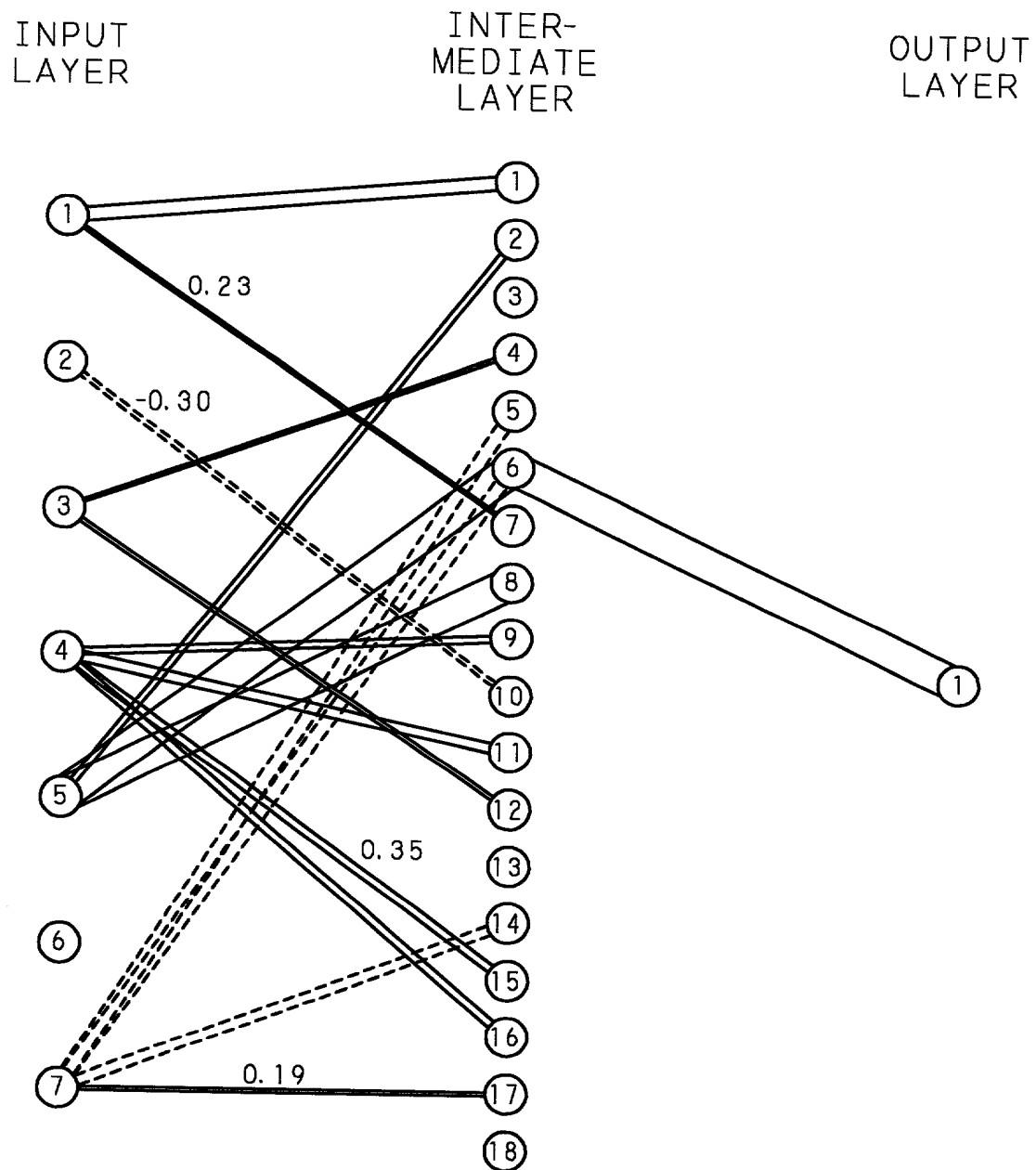
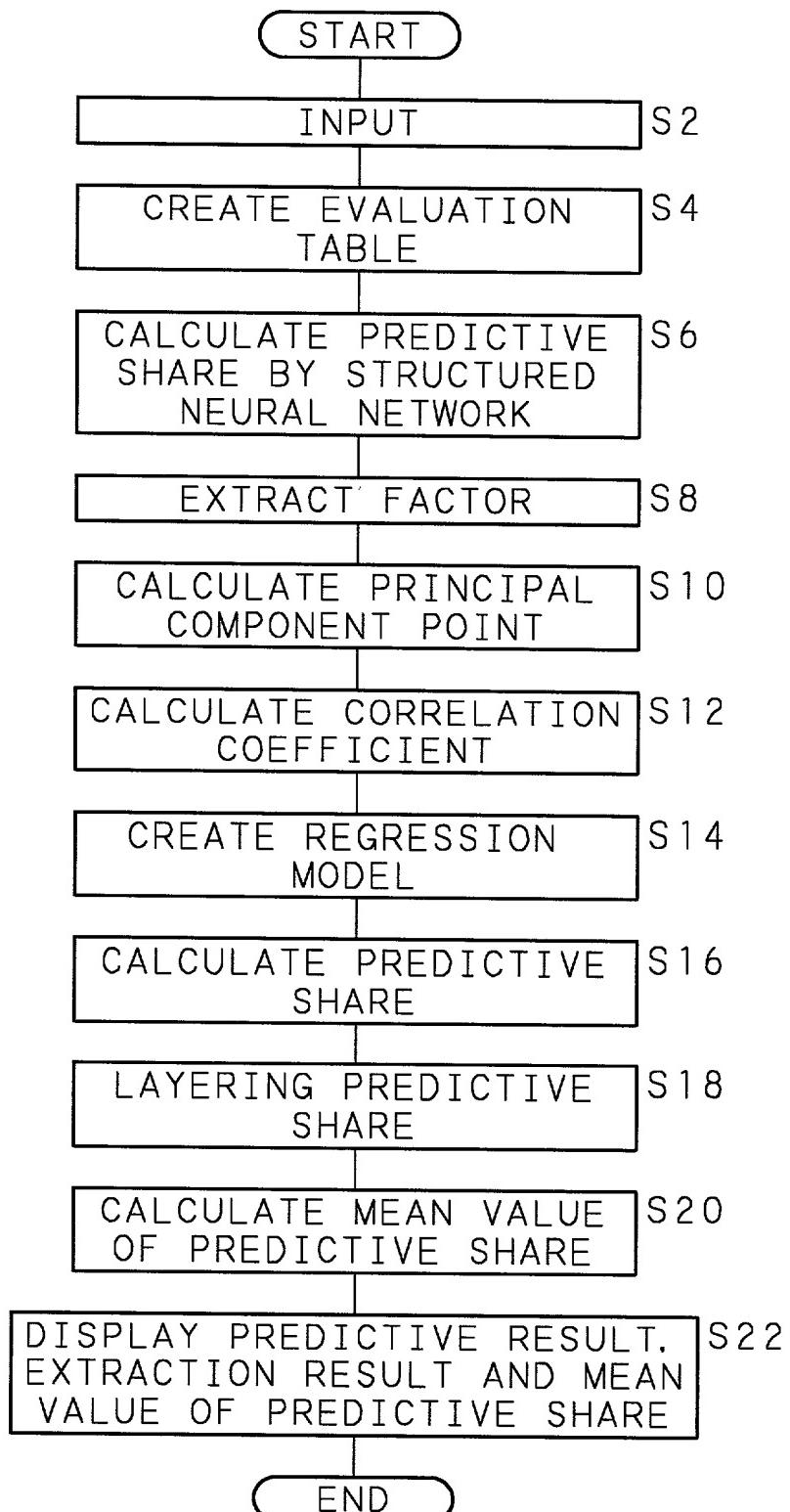


FIG. 4



F I G. 5



098200410000

FIG. 6

F001 F002 F003

	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME
SALES CHANNEL	2	2	2	2	2	2	2	2	3
FUNCTION	3	3	3	2	2	2	4	4	4
DESIGN-COLOR	5	5	5	3	3	3	2	2	2
PRICE	5	5	5	7	7	7	5	6	7
QUALITY	4	4	4	8	8	8	5	5	5
BRAND POWER	1	1	1	1	1	1	1	1	1
SEASON	5	5	5	5	5	5	9	9	9
SHARE	10.0%	8.0%	8.0%	4.0%	4.0%	4.0%	12.0%	8.0%	8.0%

F004 F005 NEW PRODUCT

	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME
	3	3	3	3	3	3	3	3	
	4	4	4	6	6	6	6	7	
	4	4	4	6	6	6	6	7	
	6	7	7	5	6	6	6	6	
	9	9	9	3	4	5	5	6	
	1	1	1	1	1	1	1	1	
	5	5	5	10	10	10	10	10	
4.0%	4.0%	3.0%	10.0%	10.0%	10.0%	8.0%	8.0%	8.0%	



FIG. 7

FIG. 8  
E001

F002

NEW PRODUCT

F I G. 9

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. B	F001	10	B-F001	0. 6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	

•  
•  
•

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. Z	F001	10	Z-F001	0. 8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
	F005	3. 5	Z-F005	

FIG. 10

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	
	NEW PRODUCT	?	A-NEW PRODUCT	

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. B	F001	10	B-F001	0. 6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	
	NEW PRODUCT	?	B-NEW PRODUCT	

•  
•  
•

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. Z	F001	10	Z-F001	0. 8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
	F005	3. 5	Z-F005	
	NEW PRODUCT	?	Z-NEW PRODUCT	

FIG. 11

CORRELATION COEFFICIENT (EQUAL OR MORE THAN)	NUMBER OF EVALUATORS	CONFIDENCE INTERVAL Lower 95%	AVERAGE VALUE	CONFIDENCE INTERVAL Upper 95%
0. 60	13	8. 99	10. 23	11. 47
0. 65	7	8. 79	10. 49	12. 19
0. 70	5	7. 93	10. 03	12. 12
0. 75	4	9. 77	10. 98	12. 19
0. 80	3	11. 49	11. 60	11. 70